



Press Release

For Immediate Release
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July 17, 2014
FY-14-7

TTB Establishes the Upper Hiwassee Highlands and Malibu Coast Viticultural Areas

Washington, D.C. — On Friday, July 18, 2014, the Alcohol and Tobacco Tax and Trade Bureau will publish two final rules in Federal Register establishing two new American viticultural areas. The two final rules and the viticultural areas they concern are:

- T.D. TTB-120, Establishment of the Upper Hiwassee Highlands Viticultural Area, which establishes the approximately 690-square mile “Upper Hiwassee Highlands” viticultural area in Cherokee and Clay Counties, North Carolina, and Towns, Union, and Fannin Counties, Georgia. The viticultural area does not lie within or contain any other established viticultural area.
- T.D. TTB-121, Establishment of the Malibu Coast Viticultural Area, which establishes the approximately 44,590-acre “Malibu Coast” viticultural area in portions of Los Angeles and Ventura Counties in California. This viticultural area includes the smaller, established Saddle Rock-Malibu and Malibu-Newton Canyon viticultural areas.

TTB is issuing these regulations in response to petitions from local vintners and grape growers. TTB designates viticultural areas to allow vintners to better describe the origin of their wines and to allow consumers to better identify wines they may purchase.

Both of these final rules are effective on August 18, 2014. The public may view the rulemaking record for these two new regulations on the “Regulations.gov” website at <http://www.regulations.gov>. Copies of the relevant regulatory documents and a link to each final rule’s Regulations.gov rulemaking docket may be found on the TTB website at <http://www.ttb.gov>.

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